

PRESENTATION

- ① Learning Experience
 - + Workshops #1-5
 - + Titles
 - + Professionals
 - + What we learned

- Business Partners
 - + Gallup (Research)
 - + HyVee (Nutrition)
 - + Envoy (Marketing, Packaging)
 - + Eileen's Cookies

- ④ Purpose of Sale
 - + Make-A-Wish

- LWH (Sean) ⑤ Situational Analysis → how much money we need, \$100 for packaging, cookies
- ③ Research Results
 - + Surveying

- YMM (Gabby & Chris) ② Marketing Plan
 - + Advertisements
 - + Understanding Target group

- ⑥ Need \$ to bring cookies to market

+ We need to sell cookies so we have

a complete understanding of selling a product.